

ANALOGUE COMMERCIAL RADIO STATION FORMAT

Service name

STRAY FM (Harrogate)

Licence number	AL162
Licensed area	Harrogate and the surrounding area
MCA population	229,779
Frequency	97.2, 107.1, 107.8 MHz

Character of Service

A TUNEFUL MUSIC-LED STATION FOR 25-54 YEAR OLDS IN HARROGATE AND THE SURROUNDING AREA, HIGHLY FOCUSED ON LOCAL NEWS AND ISSUES.	
Service duration	24 hours
Locally-made programming	<i>Studio location:</i> Locally-made programming must be produced within the licensed area.
	<i>Locally-made hours:</i> At least 10 hours per day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
	<i>Programme sharing:</i> No arrangements.
Local news	At least hourly during peaktime. At other times UK-wide, nations and international news should feature.

Definitions

Speech	Excludes advertising, programme/promotional trails & sponsor credits
Peak-time	Weekday breakfast and drive-time, and weekend late breakfast
Daytime	06.00 to 19.00 weekdays and weekends

Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines.

Last amended: April 2013